

WHAT IS CLAIMED IS:

1. A member management server system that receives member registration from a user's client computer via
5 a network, said member management server system comprising:

a group registration execution module that, in response to a request of registering multiple users as one group via the network, accepts registration of the
10 multiple users as the one group.

2. A member management server system in accordance with claim 1, wherein said group registration execution module registers one of the multiple users belonging to
15 the one group as an administrator and gives only the administrator of the group authority of adding a new user to the group and deleting an existing user from the group.

3. A member management server system in accordance
20 with claims 1, wherein said group registration execution module restricts a number of users registered as one group.

4. A member management server system in accordance with claim 1, said member management server system further comprising:

5 a group evaluation module that evaluates an action of each user belonging to one group registered by said group registration execution module as an action of the group; and

10 a benefit notification module that notifies each user belonging to the group of a benefit, which is given according to an evaluation result by said group evaluation module.

5. A member management server system in accordance with claim 4, wherein said group evaluation module
15 evaluates a merchandise purchase record of each user belonging to the one group registered by said group registration execution module as part of a merchandise purchase record of the group.

20 6. A member management server system in accordance with claim 4, wherein said group evaluation module evaluates a merchandise purchase record of a commodity after elapse of a return approval term, among commodities

purchased by each user belonging to the one group registered by said group registration execution module, as part of a merchandise purchase record of the group.

5 7. A member management server system in accordance with claim 4, wherein said benefit notification module updates the benefit every time the evaluation result by said group evaluation module exceeds a preset stage.

10 8. A member management server system in accordance with claim 4, wherein the benefit is a merchandise discount rate.

 9. A member management server system in accordance
15 with claim 4, said member management server system further comprising:

 an individual registration execution module that executes individual registration of each user via the network; and

20 a personal page creation module that creates a personal page of the user who has individual registration by said individual registration execution module,

 wherein said benefit notification module causes the

benefit according to the evaluation result by said group evaluation module to be included in a personal page of a user who has been registered as a member of one group and also has individual registration.

5

10. A member management server system in accordance with claim 4, said member management server system further comprising:

10 a group identification module that, when receiving an order from each user via the network, identifies a group, to which the user belongs; and

15 a benefit allocation module that reads a benefit according to the group identified by said group identification module and allocates the benefit to the user.

11. A member management server system in accordance with claim 1, wherein the network is the Internet.

20 12. A member management method that receives member registration from a user's client computer via a network, said member management method comprising the step of:

in response to a request of registering multiple

users as one group via the network, accepting registration of the multiple users as the one group.

13. A member management method in accordance with
5 claim 12, said member management method further comprising the step of:

registering one of the multiple users belonging to the one group as an administrator and giving only the administrator of the group authority of adding a new user
10 to the group and deleting an existing user from the group.

14. A member management method in accordance with claim 12, said member management method further comprising the step of:
15 restricting a number of users belonging to one group.

15. A member management method in accordance with claim 12, said member management method further
20 comprising the step of:

in response to a request of registering multiple users as one group via the network, accepting registration of the multiple users as one group,

evaluating an action of each user belonging to the one group as an action of the group, and notifying each user belonging to the group of a benefit according to the evaluation result.

5

16. A member management method in accordance with claim 15, said member management method further comprising the step of:

evaluating a merchandise purchase record of each
10 user belonging to one group as part of a merchandise purchase record of the group.

17. A member management method in accordance with claim 15, said member management method further
15 comprising the step of:

evaluating a merchandise purchase record of a commodity after elapse of a return approval term, among commodities purchased by each user belonging to the one group, as part of a merchandise purchase record of the
20 group.

18. A member management method in accordance with claim 15, said member management method further

comprising the step of:

updating the benefit every time the evaluation result by said group evaluation module exceeds a preset stage.

5

19. A member management method in accordance with claim 15, wherein the benefit is a merchandise discount rate.

10

20. A member management method in accordance with claim 15, said member management method further comprising the step of:

creating a personal page of each user who has individual registration via the network, and causing the benefit to be included in the personal page of each user who belongs to the group and has individual registration.

15

21. A member management method in accordance with claim 15, said member management method further comprising the step of:

20

when receiving an order from each user via the network, identifying a group, to which the user belongs, reading a benefit according to the identified group, and

allocating the benefit to the user.